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HERSHEY

Pennsylvania

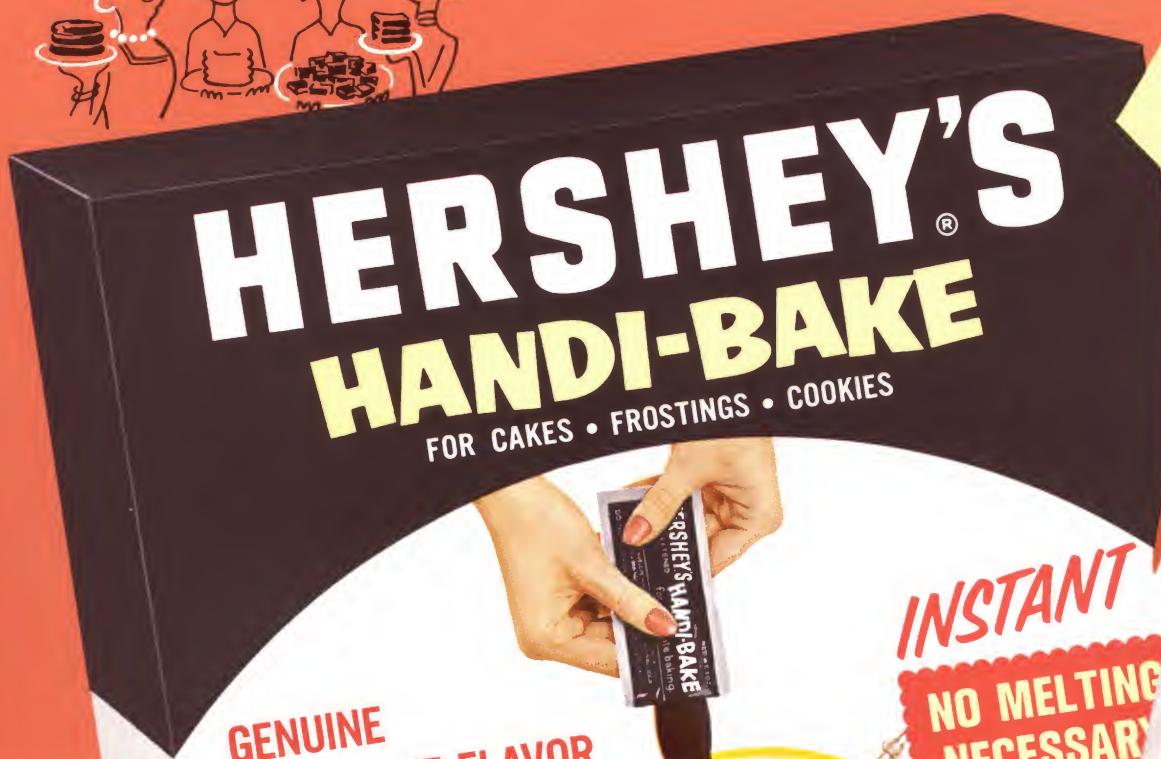


Ind. Ref. Aids & Bibliographies

50th Anniversary of chocolate town 1903-1953



HOMEMAKERS have been waiting for it...



Now it's here!



NET WT.
8 OZ.
CUP



ITEM 57
12 BOXES (8 ONE OZ. PACKETS) IN SHIPPING CASE

From Chocolate Town, U.S.A.—the world capital of the products that are "FIRST in flavor and flavor" . . .

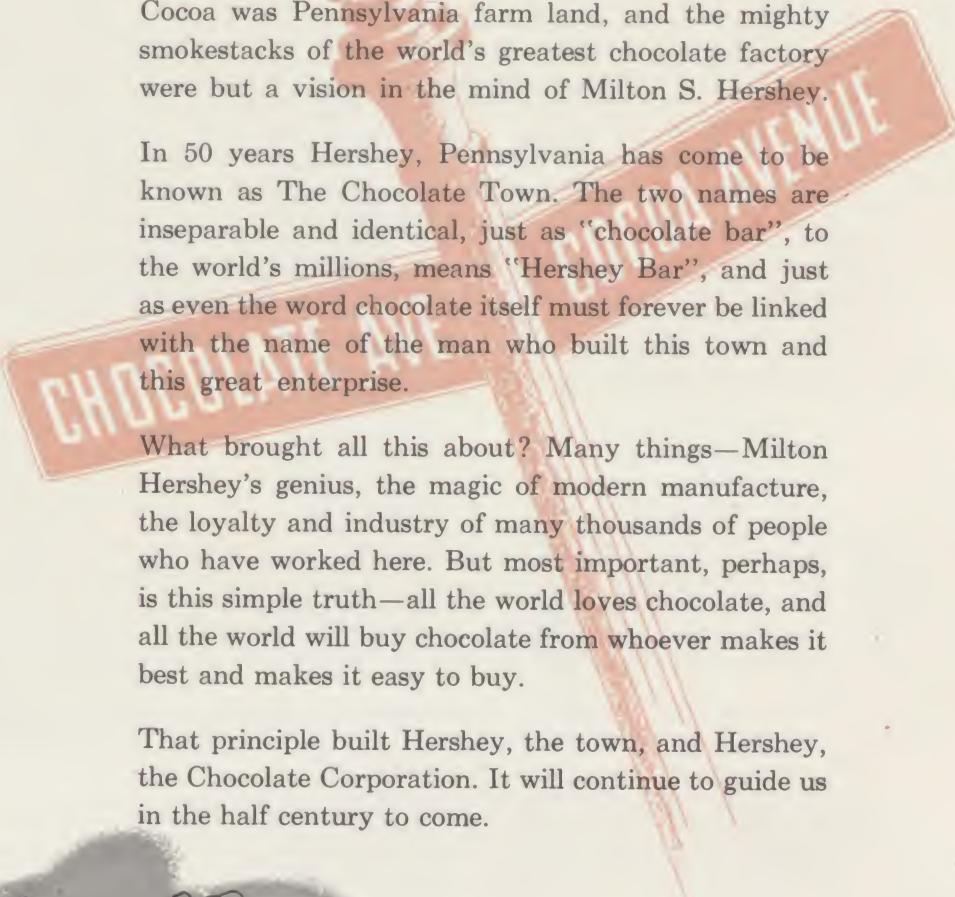
Here's the wonderful new aid to baking that homemakers have been asking for—and are waiting for!

And it's well worth waiting for, because it's HERSHEY'S. The consumer knows that HERSHEY'S means *something more* . . . naturally, this means something more for you, too.

Put profit and prestige on your counter shelves—HERSHEY'S has the built-in consumer acceptance that pays off, big!







Fifty years ago Milton S. Hershey made this corner the crossroads of the chocolate industry of the world

In 1903 the point where Chocolate Avenue crosses Cocoa was Pennsylvania farm land, and the mighty smokestacks of the world's greatest chocolate factory were but a vision in the mind of Milton S. Hershey.

In 50 years Hershey, Pennsylvania has come to be known as The Chocolate Town. The two names are inseparable and identical, just as "chocolate bar", to the world's millions, means "Hershey Bar", and just as even the word chocolate itself must forever be linked with the name of the man who built this town and this great enterprise.

What brought all this about? Many things—Milton Hershey's genius, the magic of modern manufacture, the loyalty and industry of many thousands of people who have worked here. But most important, perhaps, is this simple truth—all the world loves chocolate, and all the world will buy chocolate from whoever makes it best and makes it easy to buy.

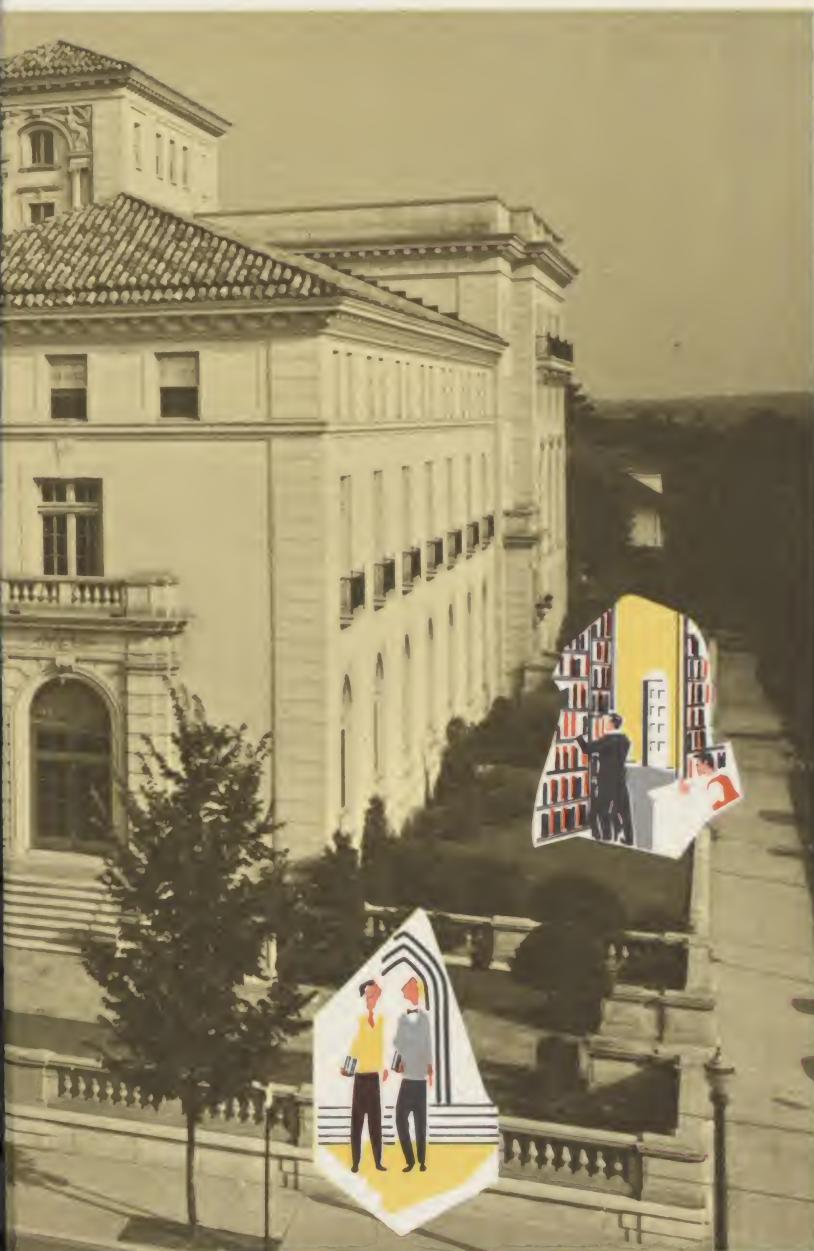
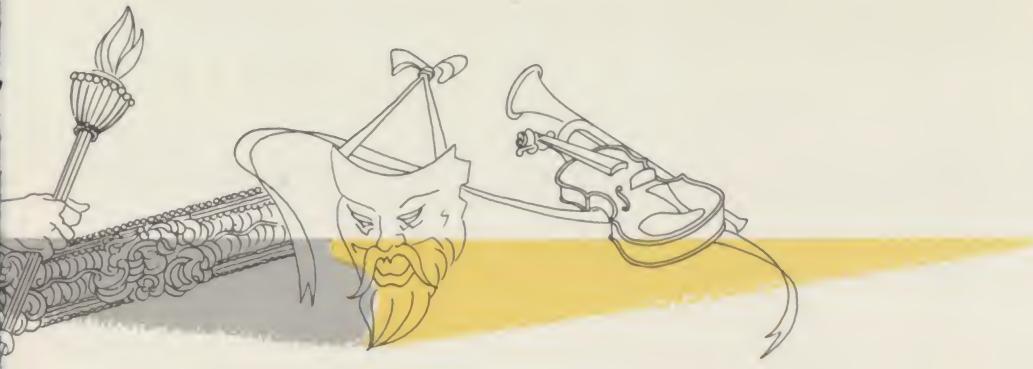
That principle built Hershey, the town, and Hershey, the Chocolate Corporation. It will continue to guide us in the half century to come.

IN FIFTY YEARS
HERSHEY HAS
BECOME FAMOUS
AS A CENTER OF

Culture



50th Anniversary



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O a million people in Central Pennsylvania Hershey is the contact with the art and culture of the world. For through Hershey passes an almost endless procession of everything that is finest in music, drama, and the concert stage. On its 50th Anniversary, when the most unique town in America counts its many unique advantages, none is more significant than this.

Built in the darkest days of the Depression, when only a man of Milton Hershey's foresight would care or dare to take such a risk in the future, this building is the natural center of life in Chocolate Town. Today it is still a building of superlatives, for in it all the advantages of city life have been brought to the country. The Southeast corner of Chocolate and Cocoa Avenues is a fragment of a great metropolis transplanted forever to the farm soil of Pennsylvania.

And here in the Community Building is one of Milton Hershey's many investments in American youth... the Hershey Junior College. Supported from endowment known as the M. S. Hershey Foundation, the school offers a two year college course to every boy and girl in the community, without charge.

IN FIFTY YEARS
HERSHEY HAS
BECOME FAMOUS
AS A CENTER OF

Recreation



The Community Inn is a moderately priced hotel serving delicious food in its Oyster Bar and Cacao Lounge.



The Hershey Country Club. Four golf courses, totalling 54 holes, make Hershey one of the golf capitals of America.

THE countryside around Hershey is gentle and rolling, the trees are generous with their shade and with their changing seasonal colors, the air is clean and untouched by the smoke and dust of cities. It was only natural that Hershey should become a place where families from all walks of life might come to have a good time.

Hershey is a place for the family picnic on Sunday afternoon, for the golfer who wants to match his strokes with the greatest experts of the game, for the gourmet whose taste is for exotic dishes from all corners of the world. It is a place where the children can ride the roller coaster and a score of other amusements, swim in the pool, and feed the animals in the zoo. It is a place for dancing and boating and listening to free concerts and entertainment. And at the same time it is a fabulous resort which attracts a distinguished clientele from all over America and many foreign lands.

Hershey is a recreation center with everything for everybody. One can enjoy an entire day in Hershey Park without spending a penny, or one can drive a half mile to the magnificent Hotel Hershey and step into an atmosphere of kings.



50th Anniversary



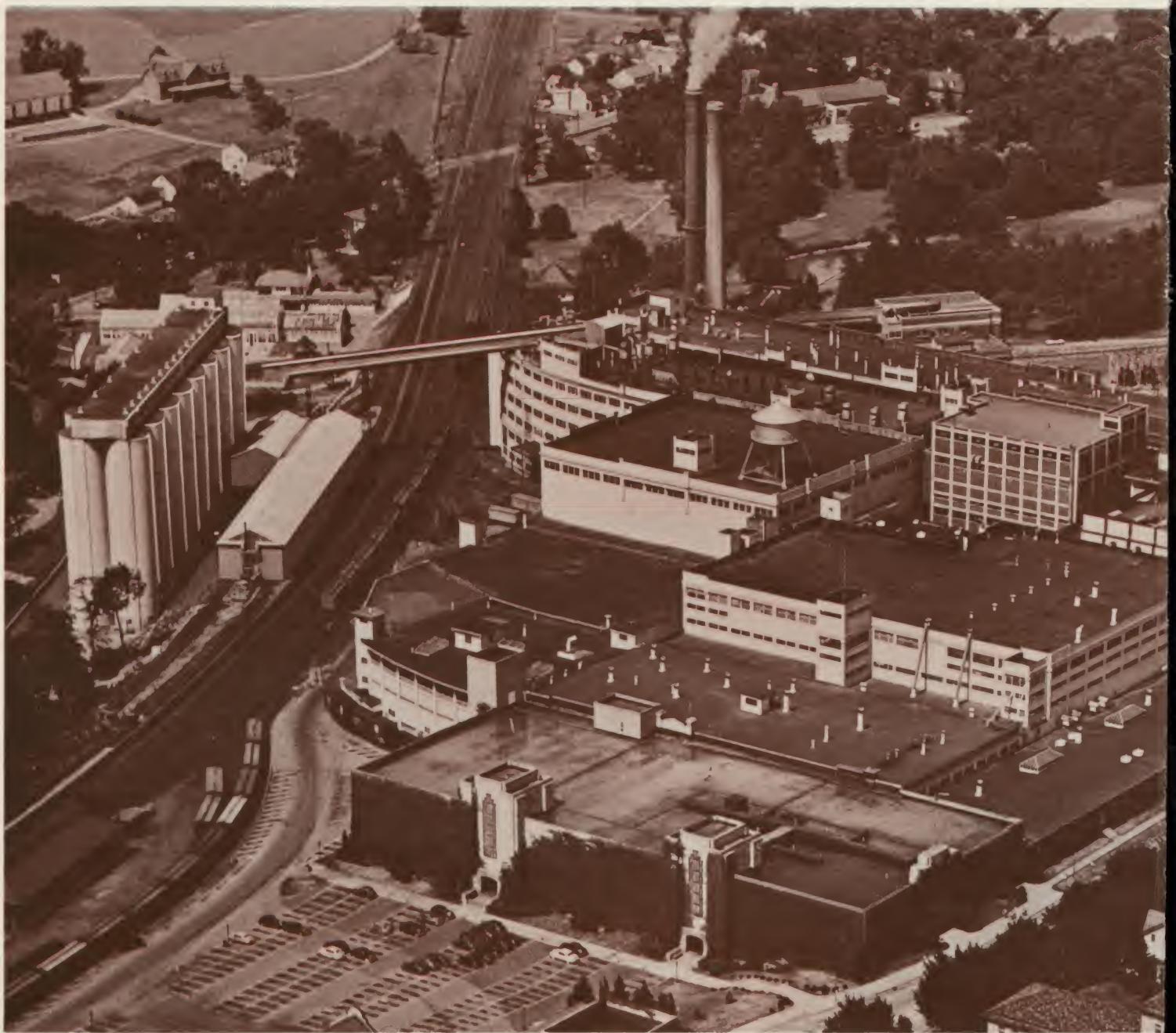
Pool, adjoining popular Park Golf Club, attracts thousands of visitors every summer.



Hotel Hershey overlooks the Chocolate Town and dominates the rolling countryside. In the foreground is a portion of the famed Hershey Rose Gardens, which have thirty-eight thousand rose plants in more than eight hundred and fifty varieties, thirty thousand tulips and hundreds of flowering shrubs.

IN HERSHEY
THE GREAT
CHOCOLATE
FACTORY MAKES

Chocolate and Cocoa for all the



CHOCOLATE Town had its real beginnings in a modest Pennsylvania farm home and a rural one room school. It was from this heritage and training that the character and genius of Milton S. Hershey was shaped. And out of this background came the man whose name is known in every household and whose products are "first in favor and flavor" around the globe.

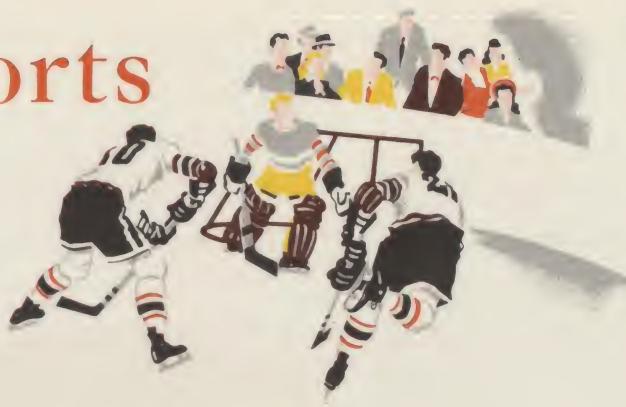


World

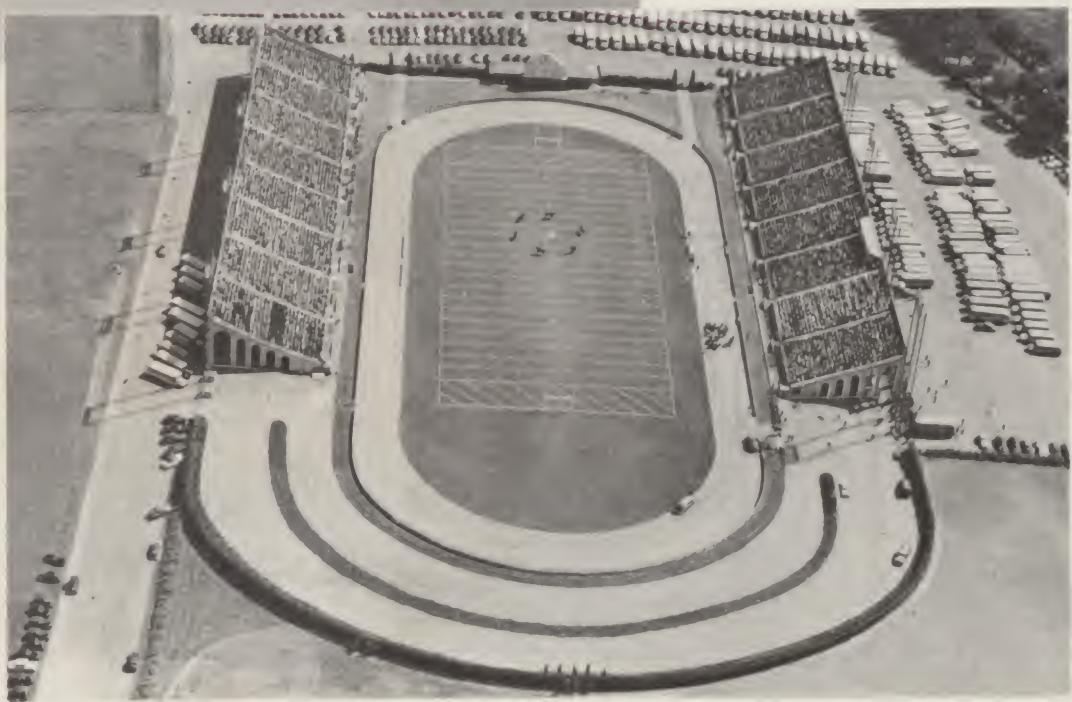


IN FIFTY YEARS
HERSHEY HAS
BECOME FAMOUS
AS A CENTER OF

Sports



A champion golfer sinks a long putt on the 18th green.



A capacity audience watches a Rodeo in the Hershey Stadium.



50th Anniversary



The Hershey Bears prepare to face off before a large Saturday night crowd in The Arena.

THE establishment of Hershey as a major sports center was all that remained to make Chocolate Town a year 'round attraction for everyone in Central Pennsylvania. The Hershey sports story, like so many things in this unique community, is a spectacular one.

On a winter evening when the Hershey Bears of the American Hockey League are in town, ten thousand people will come from as far away as 100 miles to fill the Sports Arena. In the Fall twenty thousand spectators will watch high school or major league professional football under the lights. Nationally famous ice shows and extra-



ganzas play two weeks at Hershey, and nearly all the big travelling amusement attractions find it profitable to play at the Stadium or at Hershey Park.

Hershey is a sportlover's paradise—there is a major event in some sport nearly every week of the year.

IN FIFTY YEARS
HERSHEY
HAS BECOME
FAMOUS FOR THE

Milton Hershey School



The School has unusual facilities for technical training for industry . . . older boys work on a machine shop project (above) . . . younger boys test their aptitudes in Industrial Arts Training. (below)

TO thousands of men whose childhood felt the sudden blow of tragedy, Hershey will always have a special meaning of hope and opportunity. The greatest monument to Milton Hershey is the school which bears his name. To create it he gave away his fortune so that orphaned boys might not miss the happiness of youth and might surmount the handicap to a full and useful life.

On its Fiftieth Anniversary the Chocolate Town is proudest that the dominant characteristic of Milton Snavely Hershey was his charity.



The attention of the School and all its staff is focused upon the individual boy . . . here a small art group works on a mural project and a student receives professional criticism on his work.



The Milton Hershey School is a private school with family life for orphan boys. Over a thousand boys receive the educational, physical, social and spiritual training for good citizenship.

Fifty of these farm homes provide a background of homelike atmosphere. Approximately 23 boys live in each home with two houseparent couples.

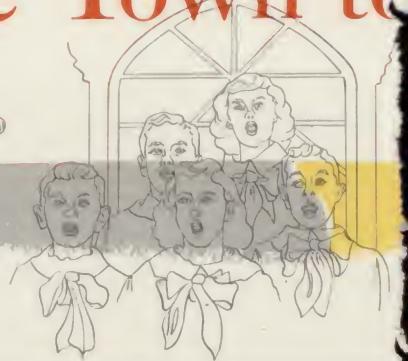


Boys at the Milton Hershey School "learn by doing" . . . this carpentry project will become a home for someone in Chocolate Town.

Evenings in the farm homes are pleasant, relaxed gatherings around the fireside (above) . . . a kindergarten class explores the mysteries of marine life. (below)

IN FIFTY YEARS
HERSHEY
HAS BECOME
FAMOUS AS

A Fine Town to



The late autumn sun catches a row of homes on Maple Avenue.



Looking East on Elm Avenue.



50th. Anniversary

live and grow in



The Derry Township Consolidated Schools—elementary, junior and senior high schools—are the gift of Milton Hershey, and now have an enrollment of over 2200.



Walking West beneath some fine old elms of Chocolate Town.

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ERSHEY is the center of the chocolate industry, a world famous resort and tourist attraction, a cultural focal point in Central Pennsylvania and a haven for orphan boys. Yet fundamentally and perhaps more important than any of these, Hershey is a town of homes.

Turn a block or two off Chocolate Avenue and you find yourself in a prosperous, well kept suburban town. It is a town of many shade trees, carefully tended garden plots and velvet smooth lawns. It is an ideal town for children.

Milton Hershey is best remembered for his deep feeling that the structure of American life is based on the home, the school, and the church. In this spirit he gave the town facilities for an entire consolidated school system and endowed it with funds so that it may function without a heavy tax burden. To strengthen the churches of Hershey he gave, in 1935, a large sum which enabled each of them to clear itself of debt. Hershey's six churches are well attended, for this has always been a devout religious community.

The town of Hershey guards its heritage jealously. It looks back on a half century of growth and progress—it looks ahead to new and yet better things.

